

KBR:eb 12/22/00 3382-50875 112623.2 29271

PATENT
Atty. Ref. No. 3382-50875

(b) in response to logical address link data conveyed with the television programming, alerting a viewer to the availability of a page of supplementary data from the Internet associated with said displayed television programming;

(c) receiving a signal from the viewer indicating an interest in the supplementary data;

(d) responsive to said indication of viewer interest, displaying a graphical control [graphical] panel that includes textual data related to said page of supplementary data, the control panel permitting the viewer to signal further interest in viewing the supplementary data;

(e) receiving a further signal from the viewer indicating a continued interest in the supplementary data; and

(f) responsive to said further indication of viewer interest, displaying said page of supplementary data.

Please add the following claims:

31. The method of claim 6 wherein the icon and the graphical control panel are translucent.

32. The method of claim 31 wherein the displaying the icon and the displaying the graphical control panel comprise changing the luminance of the displayed television signal.

33. The method of claim 6 wherein the link data is conveyed with the television signal M different times during a program, but the displaying the icon occurs only N times, and wherein N is less than M, whereby the viewer is not unduly disrupted by repeated display of the icon during the program.

34. The method of claim 33 wherein N equals one. --